

**South Park Stakeholders Group – Board of Directors Meeting Minutes
Wednesday, February 25, 2015 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Board Members: Bob Buente, Shelby Jordan, Richard Wu, Nate Nusbaum, Daniel Taban, Michelle Heilpern, Fernando Villa, Terri Toennies
Absent: Martha Saucedo, Robin Bieker, James Pugh

Staff/Contract: Jessica Lall, Amanda Irvine, Jessica Mandelbaum, Sergio Urena, Victor Gonzalez

Guests: Terry Rubinroit, Carrie Cheng, Dawn Davis, Karla Castillo, Brandy Thigpen, Virginia Wexman, Sharon Zhon, Thomas Feng, Bud Ovrom, Tom Xavier, Shannon Colburt, Kurt Knecht, Patti Gagan, Karla Ramos, Sonnet Hui, Al Saklecha, Jacky Jabourian, Steven Bledsoe, Tom Fields, Amit Parekh, Ben Young, Aaron Weiner
TOTAL Guests: 22

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Meeting called to order:	Called to order by Robin Bieker at 8:32 a.m.	No action taken
Public Comment/Introductions	No public comment.	No action taken
Review and approve October 16, 2014 Minutes	Nate – edit – ownership of CHCM parking lot is LAUSD.	Shelby motions to approve with Nate's amendment to CHMC parking lot ownership. Daniel seconds. All in favor, none opposed.
Presentation: Oceanwide Project , Thomas Feng and Mark Lauterbach with RTKL (project architect)	<p>Jessica Lall – This will be a transformative project for the neighborhood, and we thank you for being here today.</p> <p>Thomas Feng – It's our honor to develop this project.</p> <p>Mark Lauterbach – Were the architects with Monian as well on this development. Pleased to be working with Oceanwide, who has taken a greater vision for this project, taking what was terrific and made it better. Located between Figueroa, 11th, Flower, and 12th. Plan is slightly different from the Monian scheme in many ways. It's a little under 1 million sq. ft. in total, 166,000 sq. ft. of retail. 1,444 parking spacing. Tower is 631 ft. tall. Units include hotel plus 164 residences. Changes since Monian include: hotel is larger but with fewer rooms – it's a higher-end boutique life-style hotel, larger rooms. Dedicated hotel pool. Larger residential units</p>	No action taken

and the number has gone down. Three towers instead of 2 because the number per floor is decreased. Retail has changed, now activating the ground floor on all sides. Significant retail gallery; its open air and cuts through the project on key levels. It's a more horizontal scheme, looking at the surface experience. Targeting LEED gold, but will get at least silver. Fewer trips will be needed to and from the building because the parking has decreased due to fewer units being built. Loading dock is in the basement. There is a valet for the hotel. Tower 1 has residences above the hotel. Amenity deck has a children's playground 100 feet in the air. The development is part of the LASED signage plan therefore there is an LED signage ribbon oriented towards Figueroa. Residential is more focused towards Flower, with active retail towards Figueroa. Hotel entrance is on 11th. A "paseo" cuts through the project. Proposing a mid block cross walk on Figueroa. Basement parking is all public parking – 500 for hotel, retail, visitors. All residential parking is segregated. Commercial space on level 3 is all flexible use, activity spaces with views of L.A. LIVE. Jogging track wraps the LED signage. Residential pool cantilevers over the hotel deck. Lobby bar overlooks the hotel valet.

Fernando Villa – Would the mid block cross walk be signalized?

Mark Lauterbach - Yes, it has to be. LADOT wouldnd't allow it otherwise.

Fernando Villa – Phased construction?

Mark Lauterbach – It's all being built at once.

Fernando Villa – Can you tell us about your retail tenants?

Mark Lauterbach - About to start that process, finalizing who will organize retail.

Bud Ovrom – Monian plan had a paseo from the Metro station over to LA LIVE. How do you see that connection?

Mark Lauterbach - View corridor is perpendicular from the Metro, but we can't add a crosswalk right in front of where the Metro goes underground according to LADOT. Our paseo is open 24/7. It's a 60 foot tall space, building goes over it; a pleasant outdoor environment. We want people to walk through.

	<p>Bud Ovrom – I encourage SPBID to rally behind Metro updates to the Pico station.</p> <p>Jessica Lall – Yes, getting that updated is a huge priority for us.</p> <p>Daniel Taban – Have you considered a scramble crosswalk by the Metro station?</p> <p>Mark Lauterbach – Not going to work because of where the Metro is and where it goes underground/sight lines. We'd love to but it's just not safe.</p> <p>Terri Toennies – Best case scenario completion?</p> <p>Mark Lauterbach - Summer 2018.</p> <p>Tom Fields – Size of the special event areas?</p> <p>Mark Lauterbach - Total is 2,500 sq. ft. together. We'll be looking for an outdoor sports bar.</p> <p>Daniel Taban – Have you made a decision on the hotel?</p> <p>Thomas Feng - We are very close to making a decision, right now we are not able to announce it. You may have heard about Davali from the news but it's not official.</p> <p>Michelle Heilpern – Will you be closing sidewalks during construction?</p> <p>Bob Buente – This part of the community would definitely like to see walkways along 11th and 12th instead of them being completely closed during construction.</p> <p>Jessica Lall – We're going to try to convene a meeting with the construction managers across the district soon to discuss these kinds of things.</p>	
Presentation: LA Convention Center, Bud Ovrom	<p>Bud Ovrom – Particularly excited about Oceanwide having a retail amenity - really great for LACC. Still looking for more mid-range hotel to be built in the area, though.</p> <p><i>Update on the Los Angeles Convention Center:</i> First wish is to get an NFL stadium, and we hope AEG is able to do that. Their contract to do so is extended to April 17. We're very hopeful that it goes forward. If it doesn't happen, we're taking the \$750,000 that AEG paid for the extension and moving forward with a design competition. We gave 3 firms \$200,000 as an incentive</p>	No action taken

	<p>to do a possible design for an expansion without the stadium. Design competition doesn't play out until June. Firms: AC Martin, Populous, and Gensler. When we get to the time to choose, they will bring in plans and models, which will be on display at the Convention Center for the public. Actual selection process will include a lot of voices, but the City Council and Mayor will make the final decision. In the report (passed around), two important things to note: Pg. 11 – size of our LACC compared to other convention centers. We're way undersized for the size of our city. Without the football stadium, we think we have the ability to pay for the expansion with the 3.5% of TOT, but we will need your support when it comes time to decide. Pg. 7 – number of hotel rooms compared to our competitors. We just can't be a top tier CC without more rooms. We need bigger products in more locations. We're also looking for a better name than "Plan B" for this concept without a stadium.</p> <p>Terri Toennies– It really puts a damper on us (as the LA Auto Show) to not have it larger. It will be a big distraction during construction, but its important for what this expansion can do for South Park. I'm happy to answer any questions if Bud or Tom are not around.</p>	
<p>Presentation: Don Chente Restaurant (former Icon), Vicente Chente</p>	<p>Jessica Lall – ICON is no longer here and we're moving past the issues we had there with a new and exciting restaurant. Our entire security team with LAPD has been working with this new restaurant.</p> <p>Karla Castillo – I'm the marketing director. We're excited to be here - already booked a bunch of events including a wedding. Soft opening on March 3. Open 7 days a week for lunch and dinner. Rooftop will be open form 5 pm onwards. Sitting 300 inside, plus 2 terraces that with fit about 50 each. We'll only have some open for lunch. Mariachi – we're proud to bring back one of the top Mariachis in the world, used to be at La Fonda when they opened in 1968.</p> <p>George - with Urban Strategy Group. We're their consultants, working on community and government relations. We worked with LAPD Vice and took a look at what was there before and how to make it better. This will not be a place with red cup events or charging at the door. Professional, family-oriented place with great live music. Wanted to make sure everyone knows that we will be nothing like ICON. We want to be part of the amazing changes happening in South Park. This is the top of the line for this owner's restaurants.</p>	<p>No action taken</p>

	<p>Terry Rubinroit – Can you talk about how the outside will work and how to mitigate noise?</p> <p>Karla Castillo – Its going to be very light music with a lounge concept, it will be closed by 11:30/12am. More of a rooftop garden. It's more of a conversation space, not where the live music or dancing will be. Nothing like that, more low key. Might have an event with live music, but acoustic. Its not the club setting upstairs.</p> <p>Terri Toennies – Is it a special event space?</p> <p>George – Yes, and We'll keep the neighbors informed. Plus Sunday brunch on the roof.</p> <p>Daniel Taban – How will parking work, especially with construction starting next door?</p> <p>George – We want to create foot traffic. Parking around there now is sufficient for the restaurants there now. We're in discussions with the city to maybe use for valet or to use the lot next door. Construction won't impact us too much, we will figure it out, and we'll let our patrons know. There will be no bottle service.</p> <p>Jessica Lall – SPBID will have a Green Carpet event there in the next couple of months.</p> <p>Bob Buente – What are some of the other restaurants?</p> <p>Karla Castillo – EL Pescado and Don Chente, and his brothers all have restaurants as well.</p>	
January Financial Report	JL: We've collected our first big check from the city. As long as we keep our expenses in line, we'll be self-sustaining. We had some issues with Wells Fargo but they seem to have been resolved. Things are going along well. We're lower on admin right now because we haven't had an office manager for a couple of months.	No action taken
Update sidewalk repairs; Press Conference Feb 26 @ 9:45am	JL: Sidewalk project has been completed. 800 locations were brought into ADA compliance in 15 working days. Tomorrow we have a press conference. We will have food and beverages. It's the first project of its kind at the city, and we're hoping it can be replicated across the city. Repairs do not include where new development is coming in or where street trees have caused the problem. Had zero complaints from the neighborhood during construction.	No action taken
Update CES Program, Dawn Davis	JL: Dawn Davis is a local resident and has been working closely with out clean team on the CES. She has taken it upon herself to work with us on this.	No action taken

	<p>Victor Gonzalez – In September we attended a meeting where another district talked about how they were dealing with the homelessness across DTLA. We did a survey of how many live in South Park and who is here. I started looking at resources to help these people out. We were lucky to find Dawn to help us with this. We want to build a sustainable way forward. There were 29 in September and 24-20 now.</p> <p>Dawn Davis – we are making some progress. The people who are here that are homeless are not really ready, and you have to meet them where they're at. We have had a success – one guy is now in the system and on the official CES list. I go out with Jesse once a week for a couple of hours, and we find out how long they've been living on the street and engage with them. Trying to build trust with them. I am not a social worker just a person who cares, and I can't deal with the mental health issues like a professional. We've been doing it for 6 weeks. Last week was the most successful. We made contacts with 9-10 regulars, so its been good for follow-up and building that rapport.</p> <p>Jessica Lall – What's really important is that this is a human issue, and we have to be human in addressing it. The security guys can't do this and also be the security enforcers. We're following the model created with the Hollywood BID. If we stay on it we can make a big difference that's sustainable.</p> <p>Dawn Davis – CM Huizar's Healthy Streets is what got me started on this. There's a little network of people doing the same as me who are connected across downtown.</p>	
<p>Update on Homeless Belongings City Ordinance, Kurt Knecht</p>	<p>Jessica Lall – This is a very complicated legal issue. We could dedicate an entire week to discussing this; this is just a starting point today. At next SOBO meeting, we can discuss in more detail. An ordinance was discussed at one of the City Council Committees. Please let your neighbors know how you feel about this ordinance, and write letters to our councilmember.</p> <p>Kurt Knecht – Neighborhood prosecutor for our area. Two weeks ago was at the encampment called "Skid Row South". Pastor Timothy Park has services there. But people radiate out during the day. About 50% are from the LA area 50% from elsewhere originally. A lot are mentally ill and drug addicted. An environment has been created where people are enabled to continue with the drugs. With continued outreach we can push through the issues, but only if they're incentivized to do</p>	<p>No action taken</p>

	<p>SO.</p> <p>They don't have a BID down there; they're there so they can be left alone. 5611 is the ordinance that will not allow any personal items on the sidewalk. This section is an effective type of ordinance elsewhere. This won't be punitive. Belongings won't be destroyed. The bottom line is you can't live on the sidewalk. It will change the existing ordinance so that within 24 hours one has to remove belongings from any sidewalk in LA. Before, people would be required to move, not remove, so they would move it down the street. It may seem harsh but now we have a system where there is no reason to go and get help – they're enabled to stay on the street. Good-natured people are dropping off mattresses or couches. It's not the "free spirited, pastoral" community many imagine. It's very unsafe and there are so many diseases. They sell the clothes you give them. Someone gave out tents, it doesn't encourage them to seek out what they need.</p> <p>Bob Buente – Is this a city-wide ordinance? Does it address the area along freeway?</p> <p>Kurt Knecht – This is a sidewalk ordinance specifically, so it will not address on and off ramps. We work with CalTrans, but this won't apply to that. Yes, it is city-wide. You'll still be allowed to sleep on the sidewalk overnight thanks to the Jones decision.</p> <p>Bob Buente – I've heard stories that the person who claims ownership isn't the real owner, and they guard stuff for each other.</p> <p>Kurt Knecht – This impacts attended or unattended. The official notice will be left if they aren't there. If it's more challenging to stay on the street, it will be easier to get into services.</p> <p>Bob Buente – This is on the Council agenda?</p> <p>Jessica Lall – Not yet, but we'll make sure everybody knows when this goes to Council.</p> <p>Daniel Taban – Are there storage facilities set up for this?</p> <p>Kurt Knecht – Currently being worked out, should be throughout the city but it hasn't been decided. If this goes city-wide there has to be more space than there currently is.</p>	
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	<p>Jessica Lall – This is why we have stuff in the streets, we can't pick anything up until this is figured out. Please help let your neighbors know as well.</p>	
Parklet Update	<p>We had budgeted \$5,000 for parklet insurance in a separate policy from our current insurance in the parklet budget. Today, it is before the Board to vote on whether or not we want to move forward with that.</p>	<p>Bob motions to approve \$5,000/year for parklet insurance. Terri seconds. All in favor, none opposed.</p>
Approval of 10 Year Anniversary Implementation	<p>This is the BID's 10-year anniversary, we've talked about an inexpensive way to incorporate that. We're incorporate onto things like window stickers, letterhead, etc. as a secondary mark. It will showcase how far we've come as the BID and the community at large.</p>	<p>Richard motions to move forward using the shown 10-year anniversary mark, Bob seconds. All in favor, none opposed.</p>
<p>Recommendation to approve up to \$10K for utility box design; delegate selecting vendor to DISI committee</p>	<p>We're looking to paint the local utility boxes, implementing designs that literally reflect the physical environment around them with integrated the SP logo in them as well. We're limited on street banner locations and duration, and this could be a better use of our funds.</p> <p>Terri Toennies – There are 60 in the district and it would really help with district identity.</p> <p>Richard Wu – I've seen some that already have art on them?</p> <p>Jessica Lall – That was done through the CD 14. We haven't been involved directly in the utility box art thus far. The ones you've seen are outside of the district.</p> <p>Daniel Taban – Great idea to help brand neighborhood. How is this maintained?</p> <p>Jessica Lall – Use the same graffiti coating that goes on the mural coating.</p> <p>Bob Buente – They have these in Pasadena and look so good. They've been up for 5-6 years.</p> <p>Fernando Villa – Does DWP own them, and do we need their permission? Permits or regulations?</p> <p>Jessica Lall – Permits are not required, and the Council office has approved it. Just not for use of private advertisements.</p>	<p>Terri motions allocated up to \$10,000 and delegate implementation to DISI, formal policy back to the Board. Bob seconds. All in favor, none opposed.</p>

	<p>Nate Nusbaum – Once vetted, will there be a formal policy for how we'll implement? What type of art, maintenance, etc. all together.</p> <p>Jessica Lall – Sure, we'll work on that policy to bring back to the Board. Carmen will submit proposals to us that we will bring back.</p> <p>Shelby Jordan – Is there a timeline?</p> <p>Jessica Lall – Carmen is ready to go, so we'll discuss at DISI March 11.</p>	
Mural Update	<p>We have just completed our fourth mural in the district since August 2014 with the Do Art Foundation.</p> <p>Greg Schumann – What is the process if people don't like it?</p> <p>Jessica Lall - Reach out to us and get involved. There are community meetings for each mural, and they are discussed at the DISI Committee. We provide feedback on the front end.</p>	No action taken
Recommendation to approve up to \$15K to website overhaul; delegate selecting vendor to DISI Committee	<p>Current website is from 2008; we've re-branded but the architecture remains the same. We put out an RFP and 5 design firms have responded. We've chosen 4 for phone interviews, and 2-3 will come to DISI March 11. Actual proposals are between 8,000 and 10,000, but we want to have some flexibility. Right now its very templated, and we want to make it more interesting, unique, interconnected, modern.</p>	Rich motions to allocate up to \$15,000 for a website redesign, Nate seconds. All in favor, none opposed.
Announcements	<p>Don't forget to vote! Should a candidate receive for than 50% of the vote, there will not be a runoff.</p>	No action taken
	Meeting closed for executive session at 10:00 AM	
Next Meeting	April 23, 2015	

Adjourned at: 10:37am

NEXT STEPS:

- **Staff will:**
 - Create summaries of all financial-related agenda items for the Board pre-meeting packets.
 - Work with AI and the Executive Committee on re-negotiating the building lease.
 - Edit the October 2014 minutes to reflect the amendment.
 - Continue to work with Oceanwide, Metro, and LA Convention Center on related projects.
 - Create a Green Carpet Event with Don Chente, and help disseminate info about the restaurant's opening.
 - Continue to work on homelessness issues with CES and providing information on the sidewalk ordinance.
 - Move forward on the parklet insurance.

- Move forward on the 10-year anniversary application.
- Move forward on the utility box painting.
- Work with the DISI Committee to finalize the web re-design process.